Federal City Performing Arts Association
Board of Directors Meeting Minutes

Wednesday, April 19, 2000
2801 M St., NW, Washington, DC

Present: Darrell Lewis, Fred Boykin, Jerry Carpenter, Jeff Peirce, Chip Heath, Kris Marshall, Joe Vignali, Steve Herman, Mark Ohnmacht, Thom Gibb, Wallace Whitworth, Ron Sabacek

Staff: Greg Ruffer, John Perkins
Guests:

I. Call to Order
Lewis called the meeting to order at 7:05 PM.

II. Open Forum

III. Approval of Minutes
Gibb moves to approve the minutes as amended, Vignali seconds. Unanimously approved.

IV. Open Board Position
The Board will consider Kathy McGee as a member of the Board filling an open community seat at the next meeting. Heath indicated that she had started her relationship with the chorus as a season subscriber, then joined the Capital Club and has recently helped with merchandising as well as a participant in the Future Search event.

V. Finance Report
Peirce presented the finance report. See report for full details. Noted successes were that expenses for the Spring Concert were under budget by $10K. The Evening with PF concert did better than budget by $500. However, budgetary disappointments were the attendance at the Spring Concert – revenues were between $15 – 18K below budget. The Board fundraiser (Light My Step) resulted in proceeds of $668, short of its budgeted $2K. As well, the Board fundraiser dinners were cancelled, leaving a $5K gap in fundraising. Areas of concern are in Capital Club special event fundraising, advertising sales, business partnerships, raffle, general fundraising and direct mail campaigns.

Sabacek said that the Capital Club has less resources than in the past to conduct a large Spring event. The Art Auction will hopefully help make up for the lack of other events. Lewis indicated that we were hoping for new ideas to help close the gap and perhaps the proposed film event can be held next year. A phone-a-thon will be held this spring to help make up some funds. Sabacek also indicated that a special Century Circle Party will be held on June 4 to recognize donors.

Ohnmacht asked why the dinners were canceled. Lewis and Heath were working on the project but the volunteers to do the dinners kept declining as the event got closer. Timing became difficult for the hosts and the organizing team had to leave town for work. The project was a good idea but will require more planning time and advanced commitments to be a success.

Sabacek said that he was disappointed in seeing the concert house so poorly attended on Sunday. The event should have sold. He suggested a ticket selling process by members as in the past. Lewis stated that there were many events in competition for the audience. Herman stated that we must create an active sales campaign – we seem to have adopted a more passive sales routine. Boykin said that the Spring concert has traditionally been difficult to sell for two performances unless there was some particular focus.

Carpenter moves to accept the finance report, Ohnmacht seconds. Unanimous in favor.

Peirce asks the board to review the Operational Plan for the next budget cycle. The operating plan consists of a three main concert season: Traditional Holiday Concert in a local Church, Exchange concert with Boston and New York at Lisner with 1 performance, and the 20th Anniversary concert with San Francisco for one performance. Other commitments include the exchange concert with San Francisco in July '00, GALA Festival 2000, and other small events as identified during the year. Small group productions being planned are Let Us Entertain You, An Evening with PF, PF & Tessitura Christmas concert as well as a FCPAA Productions event in January. Main socials for the year include after concert parties, the 20th Anniversary and Awards banquet, and camp activities. Capital Club will conduct a fall kick-off and a reception at the March Concert. Fundraising events being planned include a Fall major fundraiser, Spring fundraiser, raffle, phone-a-thon and direct mail appeal. Other parameters are that membership dues will remain constant, typical public relations efforts and typical marketing/PR efforts will be maintained.

Peirce also challenged the board to "think out of the box" by considering canceling the Spring concert in favor of small community performances in the metro area. He stated that the spring concert consistently under performs financially, and that even one small community performance produces more net income than a typical spring concert.

A dynamic discussion ensued wherein the Board expressed appreciation for Peirce's challenge but decided that since next year was the 20th Anniversary that those options not be entertained this year. Whitworth insisted that the organization concentrate on a few significant gifts next year and that during the summer we should pursue corporate donors. Perkins indicated that Foundations want justification for continued funds based on a strategic plan which FCPAA does not have. He also stated that most corporate funding comes from their marketing departments, not out of philanthropic largesse.

Boykin moves to accept the operating plan and Herman seconds. Unanimous in favor.

VI. Music

Ruffer suggested that membership attendance policies be reviewed next year to better accommodate the busy schedules of the group. See report for details. Updates were given on staff development, the June concert, GALA 2000 and PF performances.

VII. Executive Director's Report

Perkins reported negotiations are underway for seasons sponsorships with two local establishments. The Auction Committee has generated many attractive items for the event and with the hard work of Boykin, Marshall, Whitworth and Ohnmacht the event is in final preparation. A phone-a-thon is scheduled for June 19 following the Pride concert. A donor has pledged to fund GMCW's sponsorship of One In Ten's Reel Affirmations film festival.

VIII. President's Report

Lewis asks the Board to bring forth names of persons who can be approached for funds. Lewis will draft an appeal letter for the next meeting

IX. New Business

Vignali gave a synopsis of a Liability Seminar that he attended. He stressed the importance of the minutes of record and the documentation of votes.

X. *Old Business*

- The Board will have a special executive session on Wednesday to consider the candidate proposed by the Director Selection committee. Basic ground rules were discussed for the meeting.

XI. *Adjournment*

Gibb moves for adjournment, Peirce seconds, Unanimous in favor.

Respectfully submitted,

Jerry Carpenter – Secretary, FCPAA

GMCW affirms the Gay experience and promotes a culture of diversity through musical and performance excellence